

Intercollegiate Broadcasting System

MEMORANDUM

TO: Managers of Ivy Network Stations

19 March 1947

FROM: Dave Linton - New York

RE: Camel Account

Yesterday Art McCoy (the Avery-Knodel salesman on this account) saw the agency timebuyer again. Art took with him an aircheck transcription of Remember Judy, made from the local broadcast performance on Monday (March 17).

Dick Grahl, the timebuyer, said:

1) He does not have to be sold on the program. He has already told them to buy this show and two others.

2) This account has been equally slow in approving other orders before, and the delay does not mean that they are not interested, it only means that they are slow

3) The agency still regards this campaign as very much alive. The fact that the number of weeks remaining this spring is steadily decreasing does not seem to bother them

4) There is nothing the agency can do to make the client speed his approval. The agency, of course, will continue to push the matter as hard as they can without annoying the company.

The program, incidentally, is being played for other agencies as an example of what we can do.

We have what we consider a good prospect in United Nations Magazine World Magazine, a relatively new publication formed from a merger of Free World with several other magazines, and backed by Rockefeller. Their Promotion Director wants to buy network time (half-hour probably) for a program to be produced by them and to originate from UN Headquarters at Lake Success. You will be kept informed on this.

We may have trouble with AT&T which may make it more difficult to start operations when the time comes. We have a reservation on the facilities we need, and this reservation has expired three times and has been renewed at my request. I don't know how long we can keep this up - it depends on the demand for facilities from others. We will do our best.

And in view of the dwindling number of broadcasting weeks left this spring, we will try to get the Camel account to take a contract running over into the fall term.

Best regards,

Dave Linton



